



Idaho State Liquor Division
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208-947-9400

To: All Idaho Distilled Spirit Sales Representatives and Brokers and
Prospective Suppliers

Copy: Jeff Anderson, Larry Maneely, Bill Applegate, District Managers

From: Kay Bennett

Date: May, 5, 2010

The Idaho State Liquor Division's summer listing meeting will be held at the *SpringHill Marriott Suites*, located at 424 E. ParkCenter Blvd. Boise, ID on **June 15th, 16th, and 17th, 2010.**

Each supplier may submit **2 NEW PRODUCTS** (size extensions of the new products are ok). Please help us stay on schedule by sticking to a time limit of no more than 5 to 10 minutes per product being presented and insuring that your presentation can be completed within the allotted time. To better manage everyone's time, size or package extensions, of already approved products will be included in the limit of 2 products. No value (floor priced) products will be considered at this time.

1. For all NEW PRODUCTS and size or packaging additions for existing products, please submit a *Standard Price Quote*, a *New Product Information Sheet*, and 1 *Color Photograph* to be received by **Tuesday, June 1, 2010 by 5:00 PM.** If you plan to hand out statistical or sales comparison information, please submit all information at this time. (PDF copies of these 2 forms are available at www.liquor.idaho.gov. Please note that the *New Product Information Sheet* has been revised, more detailed information has been added. Please submit the revised format.)

There will be no exceptions to submission deadline, and if the required materials are not at ISLD by this time, appointments will be cancelled.

2. Products that have been presented in the past and not listed may be re-presented however these will also be included in the limit of **2 NEW PRODUCTS**. It will be necessary to provide the *Standard Price Quote*, a *New Product Information Sheet*, and 1 *Color Photograph* for product being re-presented.

3. *Standard Price Quote*, and a *New Product Information Sheet*, is required for each and every **50 ml (miniature)** being offered for consideration. This applies to 50 ml's being presented as INTRODUCTORY, NEW or REGULAR. Actual samples of sleeves, counter displays or store packs will be required for any 50 ml product being offered for consideration.
4. Upon listing any product, the companion **INTRODUCTORY 50 ml** must arrive at the same time as the 750 ml new product. If the 50 ml isn't available when the larger size is ready for allocation, the allocation will be postponed until the 50 ml arrives.
5. Newly listed products are required to be delivered to the ISLD DC within 60 days of the official date of listing. If products are in pre-production, or can't meet this requirement please don't present them at this time. If a newly listed product doesn't arrive within the 60 day window, the listing may be cancelled.

NEW products will be reviewed at the end of the first **12 months** of sales, and if they have not met the GROSS PROFIT TARGET, they will be given an additional **6 months** "watch list" status. If, at the end of the **6 months**, the product still hasn't produced the GROSS PROFIT TARGET the product may be closed out with remaining inventory to be picked up and relocated.

The same Gross Profit Target that is being applied to the products selected at the Feb. 2010 listing meeting will be applied on the June's selected products.

Please see the attached presentation schedule, any changes or additions to the schedule need to be arranged with Kay Bennett, 947-9460.

Please notify your Suppliers as quickly as possible, and as always, supplier participation is welcome and encouraged.

If you have questions please don't hesitate to call, Kay Bennett 208-947-9460, fax 208-947-9461. kay.bennett@liquor.idaho.gov